

CONVENIENCE STORE REGULATION



Convenience Stores:

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are intense commercial uses that are not appropriate in all areas of the City

generate significant traffic; access can be difficult without a traffic signal

Negative Impacts

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Noise

Traffic

Appearance/Lighting

Background

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On Jan 6, 2015 Council approved 120 day moratorium on zoning or development permit applications for convenience stores

Staff began review of existing zoning, development standards and Comprehensive Plan to prepare recommendations to City Council

Existing Zoning Ordinance

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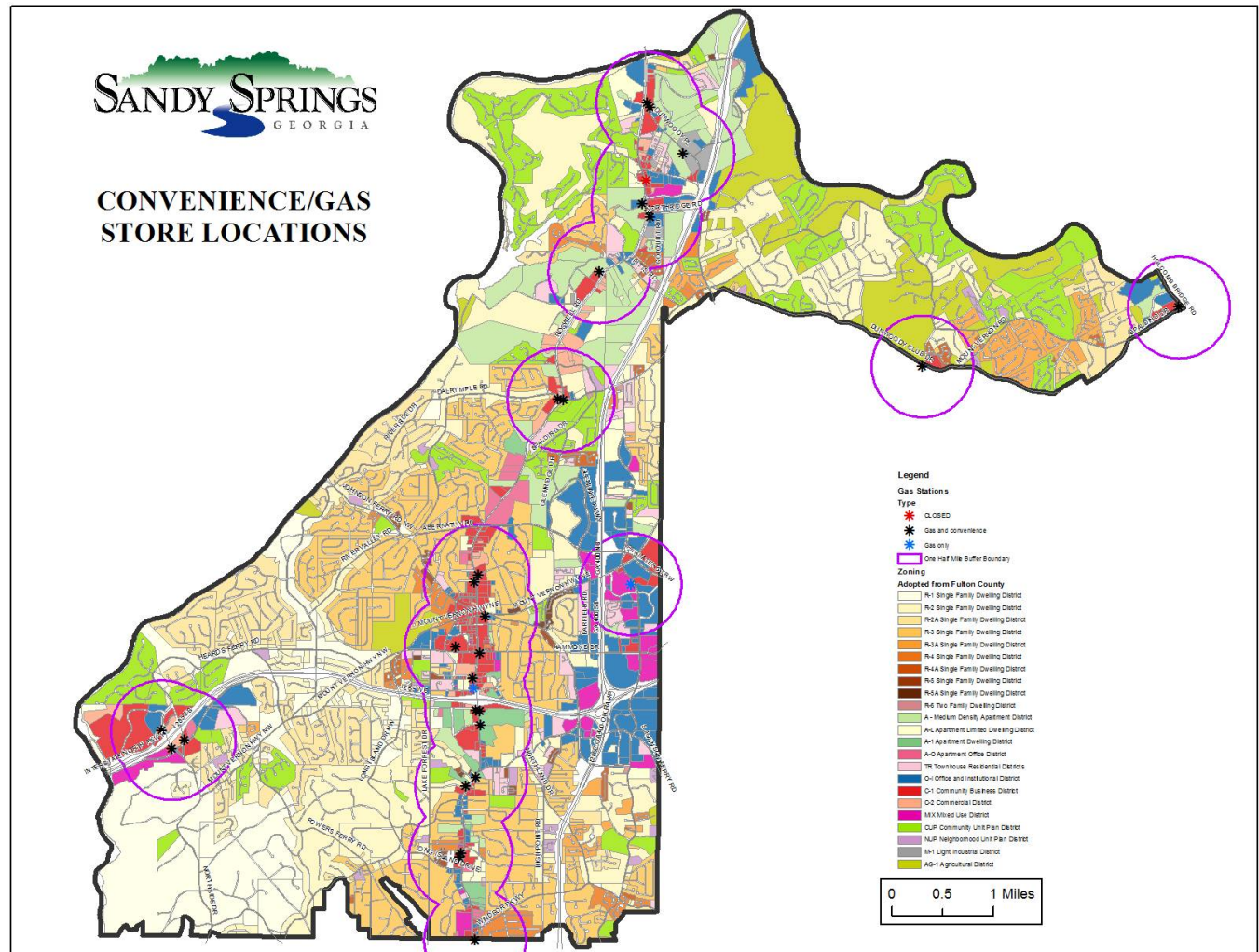
Allows “Service Station” in the C1 and C2 Commercial districts and, within a parking deck, in the Mixed Use District. Convenience Stores are permitted within the C1 and C2 Commercial Districts.

Service Stations and Convenience Stores are expressly prohibited in the City Center Master Plan area of the overlay district.

The term “Fuel Island” (as per Costco) is undefined.

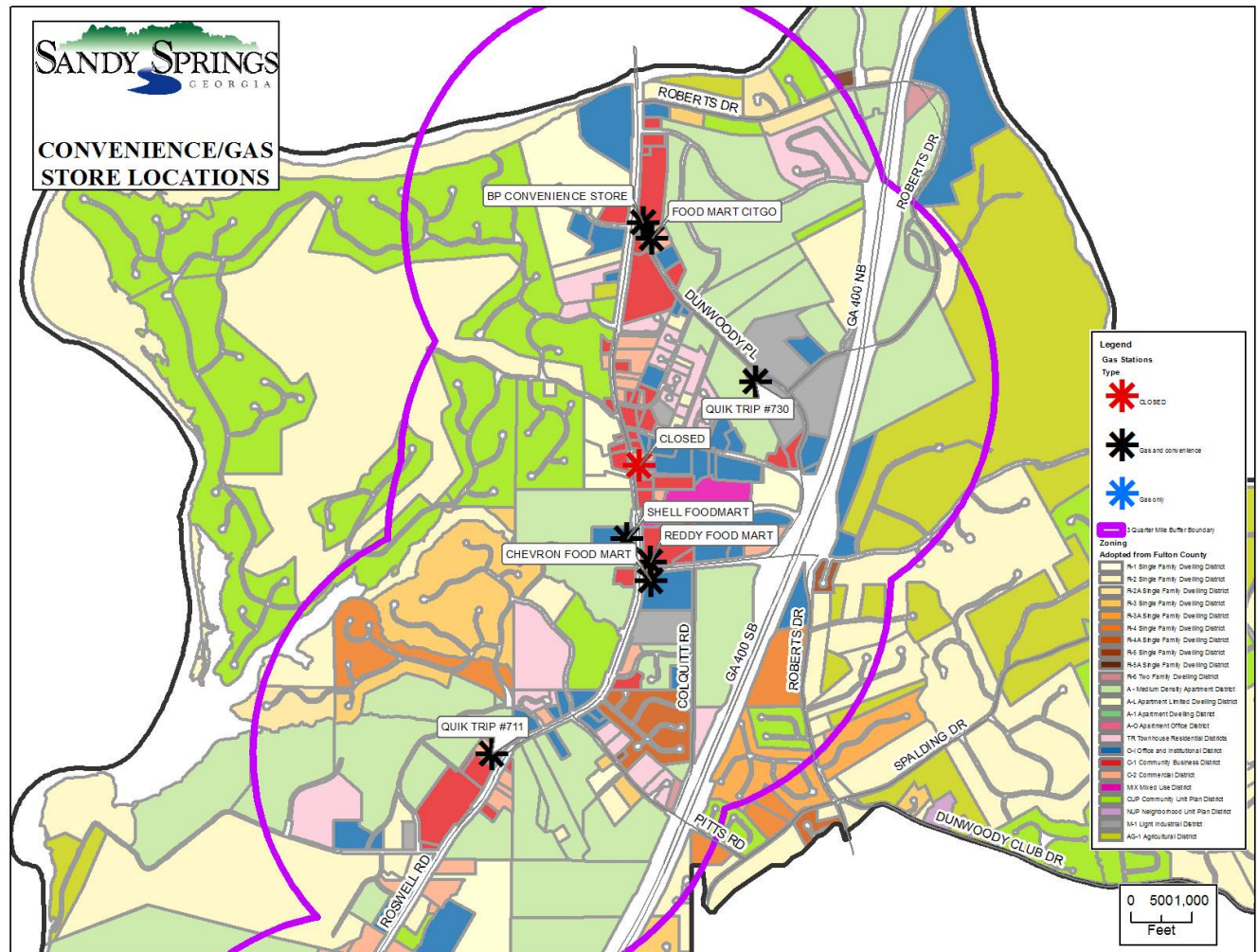
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Two more stores are located immediately outside the City – one in Atlanta and one in Dunwoody.



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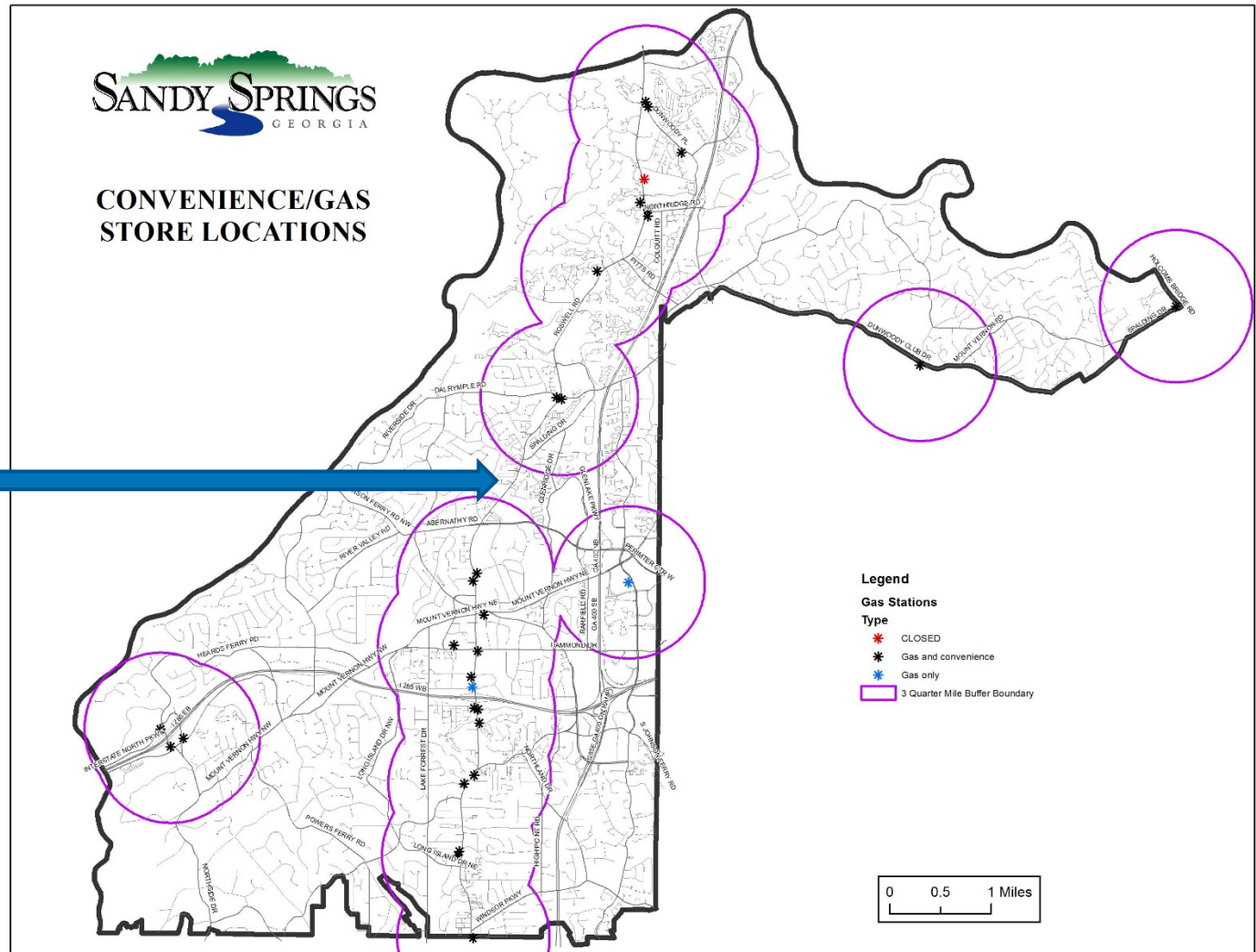
Map depicts commercial area from city hall to the river.



Limiting More Stores

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A 3/4 mile distance separation requirement between stores would limit new stores to one already developed commercial location along Roswell Road north of Abernathy Road.



Trends in Fuel Retailing

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It is doubtful new stores will combine gas pumps with auto service bays and a car wash. The traditional service station may be dead.

Current stores feature sale of convenience items and gas, some with car wash.

New/remodeled stores offer prepared foods from on-site kitchens and many gas pumps.



Corporate Branding

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Major gas retailers use store prototypes to promote their brand and drive sales volumes.

Stores feature metal pump canopies, bright lights and accents of primary colors and neon.

Issue:

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Brand design/standard prototype of convenience stores is incompatible with City's desired design standards

Design Goals

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Protect adjacent neighborhoods + enhance commercial districts

Strengthen pedestrian environment

Create quality architecture + appearance

Minimize negative impacts

Respond to unique conditions + areas

Design Elements

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Primary structure

Pump island and canopy structure

Refuse, service and storage area

Vehicle circulation and parking

Pedestrian circulation

Car wash and other uses

How do we want stores to appear?

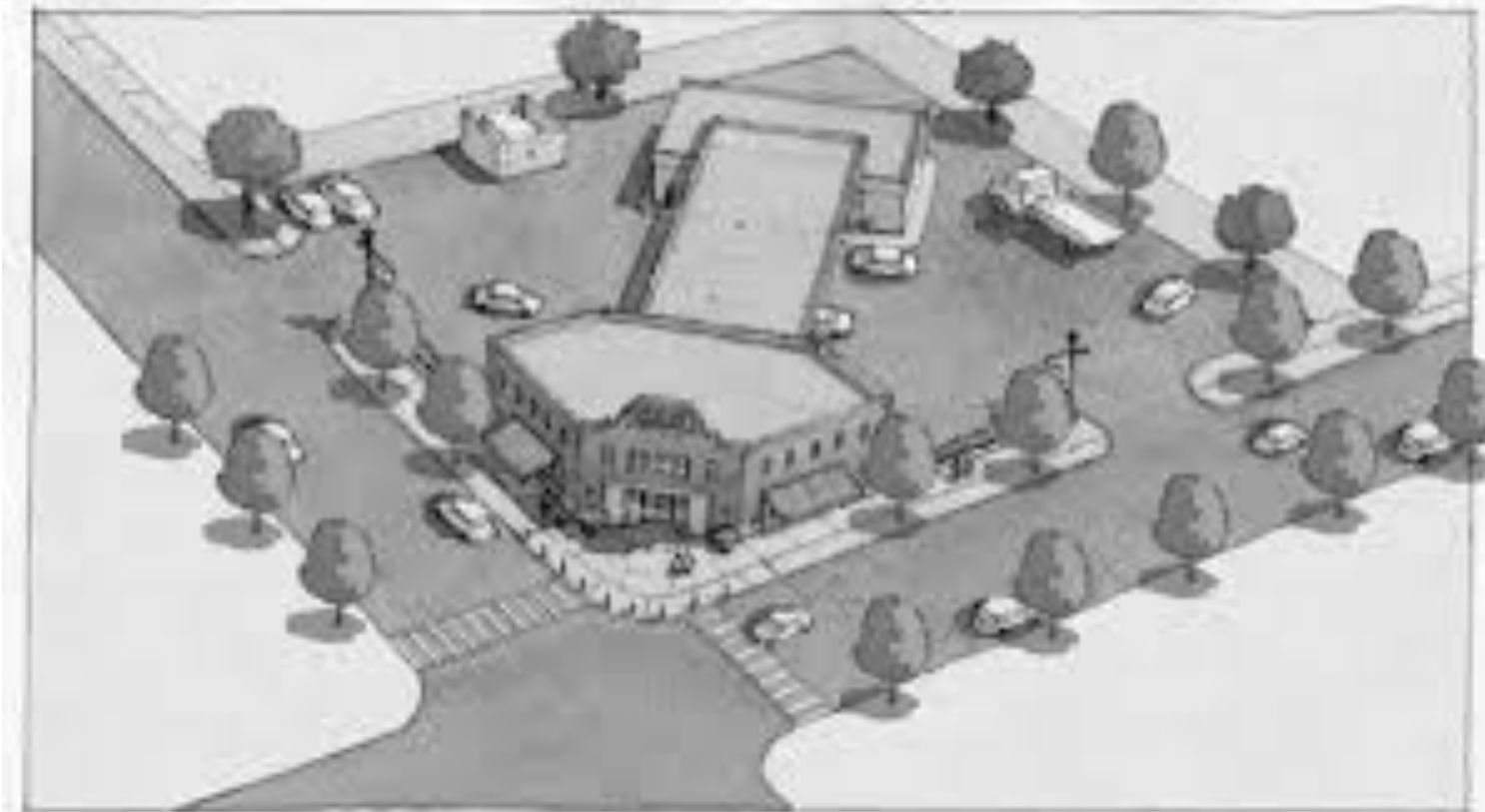
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Form Based Code Architecture



Pumps in the Back?

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Canopies as Landmarks?

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Peer Research

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Other governments, such as Independence, MO, have imposed restrictions on the location and number of convenience stores.

Imposing distance restrictions from other land uses and other stores is common.

Restricting the number of stores based on population is also used.

Design Standards

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Peer Research:

- Pump islands in rear and connect to building
- Pitched roofs for islands and buildings
- Masonry construction with asphalt shingles
- Limitations on colors and neon
- Recessed, cut-off lighting

Summary of Concerns

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Proliferation of convenience stores in some areas

Convenience stores are intense commercial uses and not appropriate everywhere

Generate significant traffic + other impacts

The brand design of convenience stores is often incompatible with the City's desired design standards

Next Steps

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Conduct Further Research:

- Restricting number and location of convenience stores
- Design standards

Zoning Ordinance Amendments:

- Planning Commission – March 19, 2015
- City Council – April 21, 2015

Questions?

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